

## CLAIMS

1. A coupon delivery and wireless redemption system comprising:  
a coupon service provider coupled to a wide area network;  
a wireless network coupled to said wide area network;  
a merchant coupled to said coupon service provider and comprising a  
wireless receiver coupled to a redemption device;  
wherein an electronic coupon is delivered to a transportable  
communication unit from said coupon service provider via said wide area network  
and said wireless network, a tender of said coupon by said transportable  
communication unit made via said wireless receiver is conveyed to said coupon  
service provider, and an approval to redeem said coupon is conveyed from said  
coupon service provider to said redemption device.

2. A coupon delivery and wireless redemption system in accordance with  
claim 1 wherein said wireless receiver further comprises a short range wireless  
transceiver that receives a signal from a transportable communication unit  
representing coupon information presented for redemption and wherein said  
merchant comprises:

an interface coupled to said wide area network for communication with  
said coupon service provider;

a computer and associated memory coupled to said short range wireless  
transceiver and said interface to accept said signal from said short range wireless  
transceiver, to convey coupon information to said coupon service provider via  
said interface, and to accept a coupon approval from said coupon service  
provider via said interface; and

said redemption device, being coupled to said computer such that a price  
for an item is calculated when said coupon is approved.

3. A coupon delivery and wireless redemption system in accordance with  
claim 1 wherein said transportable communication unit comprises:

a first transceiver adapted to communicate with said wireless network coupled to a wide area network to receive delivery of said electronic coupon;

a processor and associated memory that stores said received electronic coupon;

a user interface that provides a human perceptible indication of said stored electronic coupon and that accepts a user activation to tender said stored electronic coupon for redemption; and

a second transceiver adapted to communicate said tender to said coupon redemption device.

4. A wireless coupon redemption system, comprising:

an interface coupled to a network for transmission of a coupon to a transportable communication unit;

a short-range wireless transceiver that receives a signal from said transportable communication unit, said signal representing coupon information tendered for redemption;

a computer and associated memory coupled to said interface and said transceiver and adapted to generate said coupon for said transportable communication unit and to approve valid tendered coupon information; and

a redemption device, coupled to said computer and associated memory, adapted to calculate a price for an item upon approval of valid tendered coupon information.

5. A wireless coupon redemption system in accordance with claim 4 wherein said network is coupled to a wireless network and wherein said transportable communication unit comprises:

a first transceiver adapted to communicate with said wireless network coupled to receive said coupon;

a processor and associated memory that stores said received coupon;

a user interface that provides a human perceptible indication of said stored coupon and that accepts a user activation to tender said stored coupon for redemption; and

a second transceiver adapted to transmit said signal to said short range wireless transceiver.

6. A transportable communication unit for use in a wireless coupon redemption system, comprising:

a first transceiver adapted to communicate with a wireless network coupled to a wide area network to receive an electronic coupon;

a processor and associated memory that stores said received electronic coupon;

a user interface that provides a human perceptible indication of said stored electronic coupon and that accepts a user activation to tender said stored electronic coupon for redemption; and

a second transceiver adapted to communicate said tender to a coupon redemption device.

7. A method of providing a coupon to a user for wireless redemption, comprising the steps of:

receiving and storing coupon parameters;

receiving a request to deliver said stored coupon parameters;

delivering said coupon parameters to a wireless network;

receiving at least a portion of said coupon parameters as coupon information tendered by a user as a request for redemption;

comparing said coupon information to said stored coupon parameters; and

approving said redemption request, responsive to said comparing step, when said coupon information matches a respective portion of said stored coupon parameters.

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8. A method in accordance with the method of claim 7 further comprising the steps of:

- receiving advertisement attributes;
- storing advertisement form and substance in an associative context related to said advertisement attributes; and
- delivering said advertisement form and substance with said coupon parameters.

9. A method in accordance with the method of claim 7 further comprising the steps of:

- receiving an indication of a successful fulfillment of said request for redemption; and
- recording said successful fulfillment and an identity of said user.

10. A method in accordance with the method of claim 7 wherein said coupon provider service includes the service of a merchant, further comprising the steps of:

- receiving a wireless request for redemption by said user;
- adjusting a price in response to said approving step; and
- transmitting an acknowledgement of approval to said user.

11. A method in accordance with the method of claim 10 wherein said transmitting step further comprising the step of transmitting a deletion instruction for said coupon information.

12. A method in accordance with the method of claim 10 further comprising the step of printing a customer receipt including said adjusted price.

13. A method of establishing and redeeming coupons, comprising the steps of:

- conveying coupon parameters for use in providing a coupon to a user;

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receiving a request for coupon redemption, said request including at least a portion of said coupon parameters as coupon information;

obtaining an approval of said request for coupon redemption based upon a match of said coupon information and a respective portion of said coupon parameters; and

adjusting a price in response to said approval obtained in said obtaining step.

14. A method in accordance with the method of claim 13 further comprising the step of printing a receipt for the user in response to said obtained approval, said receipt including said adjusted price.

15. A method in accordance with the method of claim 13 further comprising the step of transmitting an acknowledgement of redemption approval to said user in response to said obtained approval.

16. A method in accordance with the method of claim 15 wherein said step of transmitting an acknowledgement further comprises the step of transmitting a deletion instruction for said user's coupon.

17. A method in accordance with the method of claim 13 further comprising the step of comparing a second portion of said coupon information to local validity information.

18. A method in accordance with the method of claim 13 further comprising the steps of:

storing said coupon parameters;

receiving a request to deliver said coupon parameters;

comparing said coupon information to said at least a portion of said coupon parameters; and

providing said approval of said request for coupon redemption in response to a match in said comparing step.

19. A method in accordance with the method of claim 13 further comprising the step of recording a successful fulfillment of said request for coupon redemption and an identity of said user.

20. A method of electronically obtaining and redeeming coupons in a transportable communication unit, comprising the steps of:

receiving content and a content-subsidizing advertisement from a wide area network, said content-subsidizing advertisement including an electronic coupon;

storing said electronic coupon;

providing a human perceptible reproduction of said stored electronic coupon;

accepting a user's input to tender said electronic coupon for redemption; and

transmitting said electronic coupon to a merchant's redemption device in response to said accepting step.

21. A method in accordance with the method of claim 20 further comprising the step of receiving an acknowledgement transmission from said merchant's redemption device.

22. A method in accordance with the method of claim 21 wherein said receiving step further comprises the step of receiving an electronic coupon deletion instruction from said merchant's redemption device.

23. A method in accordance with the method of claim 22 further comprising the step of deleting said electronic coupon from storage in response to said receiving said electronic coupon deletion message.

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